

WHAT IS CLAIMED IS:

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1. A point system in which predetermined points are generated in response to a purchase of an item being sold comprising:

10 a user terminal having an item specification unit that is used by a user to specify the item being sold; and
a provider terminal connected to the user terminal via a network, and including:

15 a user points maintaining unit that is arranged to add the generated points to an already accumulated points of the user and maintain the resulting points of the user; and

20 a user points processing unit that is arranged to allocate the points of the user maintained in the user points maintaining unit to a subtotal for the purchase of the specified item being sold, wherein:

25 the user points processing unit is further arranged to be capable of increasing the points of the user maintained in the user points maintaining unit and allocating the increased points to the subtotal for the purchase of the specified item being sold when the user purchases the item being sold during a predetermined time period or in a case where a condition relating to the user satisfies a pre-designated condition.

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2. The point system as claimed in claim 1, wherein:

35 the case in which the condition relating to the user satisfies a pre-designated condition is arranged to be a case in which the item being sold specified by the user corresponds to a pre-designated item.

5 3. The point system as claimed in claim 1, wherein:
the case in which the condition relating to the user
satisfies a pre-designated condition is arranged to be a
case in which a price of the item being sold specified by
the user corresponds to a pre-designated price.

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15 4. The point system as claimed in claim 1, wherein:
the case in which the condition relating to the user
satisfies a pre-designated condition is arranged to be a
case in which a time-frame of introduction of the
user-specified item to the market corresponds to a
pre-designated time.

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25 5. The point system as claimed in claim 1, wherein:
the case in which the condition relating to the user
satisfies a pre-designated condition is arranged to be a
case in which a sales situation of the item being sold
specified by the user corresponds to a pre-designated sales
situation.

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35 6. The point system as claimed in claim 1, wherein:
the case in which the condition relating to the user
satisfies a pre-designated condition is arranged to be a
case in which the already accumulated points of the user

correspond to pre-designated points.

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7. The point system as claimed in claim 1, further comprising:

an increased points indicator that is arranged to indicate the increased points of the user.

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8. A method of providing an item being sold in which predetermined points are generated in response to a purchase of an item being sold that is specified by a user using an item indicating unit, said method comprising:

15 a user points maintaining step of adding the generated points to already accumulated points of the user and maintaining the resulting points of the user; and

20 a user points processing step of allocating the points of the user maintained in the user points maintaining step to a subtotal for the purchase of the specified item being sold; wherein:

25 the user points processing step is further arranged to be capable of increasing the points of the user maintained in the user points maintaining step and allocating the increased points to the subtotal for the purchase of the specified item being sold when the user purchases the item being sold during a predetermined time period or in a case where a condition relating to the user satisfies a pre-designated condition.

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9. The method of providing an item being sold as

claimed in claim 8, wherein:

the case in which the condition relating to the user satisfies a pre-designated condition is arranged to be a case in which the item being sold specified by the user
5 corresponds to a pre-designated item.

10 10. The method of providing an item being sold as claimed in claim 8, wherein:

the case in which the condition relating to the user satisfies a pre-designated condition is arranged to be a case in which a price of the item being sold specified by
15 the user corresponds to a pre-designated price.

20 11. The method of providing an item being sold as claimed in claim 8, wherein:

the case in which the condition relating to the user satisfies a pre-designated condition is arranged to be a case in which a time-frame of introduction of the
25 user-specified item to the market corresponds to a pre-designated time.

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12. The method of providing an item being sold as claimed in claim 8, wherein:

the case in which the condition relating to the user satisfies a pre-designated condition is arranged to be a
35 case in which a sales situation of the item being sold specified by the user corresponds to a pre-designated sales situation.

5 13. The method of providing an item being sold as
claimed in claim 8, wherein:

 the case in which the condition relating to the user
satisfies a pre-designated condition is arranged to be a
case in which the already accumulated points of the user
10 correspond to pre-designated points.

15 14. The method of providing an item being sold as
claimed in claim 8, further comprising:

 an increased points indicating step of indicating the
increased points of the user.

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 15. A point system server in which predetermined
points are generated in response to a purchase of an item
25 being sold, specified by a user serving apparatus that
includes an item specification unit, said point system
server comprising:

 a user points maintaining unit that is arranged to
add the generated points to an already accumulated points
30 of the user and maintain the resulting points of the user;
and

 a user points processing unit that is arranged to
allocate the points of the user maintained in the user
points maintaining unit to a subtotal for the purchase of
35 the specified item being sold; wherein:

 the user points processing unit is further arranged
to be capable of increasing the points of the user

maintained in the user points maintaining unit and allocating the increased points to the subtotal for the purchase of the specified item being sold when the user purchases the item being sold during a predetermined time period or in a case where a condition relating to the user satisfies a pre-designated condition.

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16. The point system server as claimed in claim 15, wherein:

the point system server is connected to the user serving apparatus via a network.

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17. A user serving apparatus included in a point system, comprising:

an item specification unit that is arranged to specify an item being sold that is to be purchased; and

a points specification unit that is arranged to specify points that are to be allocated to a subtotal for purchasing the item being sold specified by the item specification unit, and make notification of the specified points to a point system server in which predetermined points are generated in response to the purchase of the specified item being sold, said point system including:

a user points maintaining unit that is arranged to add the generated points to an already accumulated points of the user and maintain the resulting points of the user; and

a user points processing unit that is arranged to allocate the points of the user maintained in the user points maintaining unit to the subtotal for the purchase of the specified item being sold, said user points

processing unit further being arranged to be capable of increasing the points of the user maintained in the user points maintaining unit and allocating the increased points to the subtotal for the purchase of the specified item being
5 sold when the user purchases the item being sold during a predetermined time period or in a case where a condition relating to the user satisfies a pre-designated condition.